

Baidu Privacy Policy General Principles



You are welcome to use our products and services! We take your privacy protection and personal information protection very seriously. This privacy policy applies to your access to and use of the retained information on the Baidu platform .

introduction

We try our best to present this privacy policy in a way that is clearer and easier for you to understand, so that we can truly convey the information we want to convey to you, and hope that you are providing us with certain information (which may include your personal Information) and before allowing us to process and share certain information, we can clearly understand the purpose of the information collection, possible uses and other aspects. In order to facilitate your reading and understanding, we have defined specific terms. Please refer to this Privacy Policy "Appendix 1: Definitions" to understand the specific content of these definitions.

This privacy policy applies to all products and services of Baidu platform (see Appendix 1: Definitions for details). If a Baidu product has a separate privacy policy, the product's privacy policy will be applied first. For the content not covered by the product privacy policy, the content of this privacy policy shall prevail .

This privacy policy is designed to help you understand what data we collect, why we collect it, what we do with this data, and how to protect it. If you use the services of Baidu platform, it means that you agree with the content described in this policy. When using your information for purposes not covered by this privacy policy, we will seek your consent in advance .

In addition, during the product design process and the final presentation and user experience links, we will try our best to provide you with a more convenient way to control personal information and protect personal privacy. For example: You can conveniently switch settings for search records in [Search privacy settings] . If you turn off search records, we will no longer record your search records, which may lead to your search efficiency and the personality of the search content The degree of chemistry is reduced. You can also check and clear your search box history words in your service interface through [Check/clear search box history display words]. With this function, you can view historical search terms in your account. When your account is shared with others, you can easily clean up the display of search terms in the service interface.

This privacy policy will help you understand the following:

1. How we collect and use your personal information
2. How do we use cookies and similar technologies
3. How do we share, transfer, and publicly disclose your personal information
4. How do we save and protect your personal information
5. Your rights
6. How do we handle the personal information of minors
7. How to transfer your personal information across borders
8. Revision of the Privacy Policy
9. How to contact us

We are well aware of the importance of personal information to you, and we are well aware that effective protection of your information is the cornerstone of the healthy and sustainable development of our business. Thank you for using and trusting the Baidu platform! We are committed to maintaining your trust in us, abide by applicable laws and our commitments to you, and do our best to ensure the safety and reasonable use of your personal information. At the same time, we solemnly promise that we will take corresponding security protection measures to protect

your personal information in accordance with the mature security standards of the industry .

1. How we collect and use your personal information



Baidu platform will only collect and use your personal information for the following purposes described in this privacy policy:

1. To help you become our registered user

When you register for a Baidu account, you must at least provide us with your account name, mobile phone number and or email address, and create a password. If you only need to use basic services such as browsing and searching, you do not need to register as our user and provide the above information.

The above information you provide will continue to be authorized to us during your use of Baidu platform products and services. When you cancel your account, we will stop using and delete the

above information or anonymize your personal information, unless otherwise provided by laws and regulations.

2. To provide you with products and services

1. Information you provide to us

When you use our specific products and services (such as paying, purchasing products and services, establishing a personal homepage, publishing articles, etc.), in addition to the information provided during registration, you may also need to meet the purpose of providing you with products and services. Further provide us with information related to the functions of the above products and services (such as your real name, gender, date of birth, ID number, common address, bank card, avatar and profile, etc.) in order to verify the accuracy of the information you provide. And integrity, or to protect the security of your account, we will check with state agencies, financial institutions, enterprises and institutions that legally retain your information. If you do not use specific products and services, you do not need to provide relevant information.

We will collect your facial information when you use the face-swiping login and verification functions. You should follow the prompts on the page to complete the corresponding actions. After the Baidu system determines that your actions meet the requirements, you can complete the face shooting. You agree to only use your own facial information to use facial recognition and verification services for your Baidu account. In order to improve the accuracy of verification, you agree that Baidu may, when necessary, compare and verify the facial information you provide to Baidu with your facial information stored by agencies permitted by laws and regulations or agencies authorized by government agencies. You can set it off by entering the account and security page [Log in with face]. If you do not use the feature of swiping your face to log in, you do not need to provide relevant information.

We may also record the information you provide, form or retain when using our products and/or services. For example, the search keyword information and the links you click when you use Baidu search, and the information submitted when you participate in other product operation activities. You have the right to choose not to provide the aforementioned information, but this will cause you to be unable to use specific services or functions, or to achieve the intended effects of related services.

2. Information we collect during your use of the service

We may collect information about your use of products and/or services (including usage methods). Such information includes:

Device Information

In order to provide you with better products and/or services and protect your account security, we will collect device attribute information (such as your hardware model, operating system version, device name, device configuration, unique device identifier (International mobile device identity code IMEI, network device hardware address MAC, advertising identifier IDFA), device connection information (browser type, operator, language used, WiFi information, IP address) and device status information (such as device sensors) Data, device application installation list). For the information collected from your various devices, we may associate them so that we can provide you with consistent services on these devices. We may associate your device information or phone number with your Baidu account.

Log information

When you use Baidu platform products and services, our server will automatically record some information, such as your use of our products and/or services, IP address, URL of the service accessed, type of browser and language used , Download, install, or use information about mobile applications and software, information about communication with communication software, and the date, time, and duration of access to services. For example:

113.65.41.253--

[13/Mar/2011:12:59:59 +0800]

www.baidu.com/s?wd=Test&tn=baidu HTTP/1.1"

"Mozilla/4.0"

location information

When you use Baidu platform products and services with positioning function, when you turn on device positioning function and use our location-based related services, we may collect and process information about your actual location, so that you do not need You can get related services by manually entering your own geographic coordinates. We use a variety of technologies for positioning, including IP addresses, GPS, and other sensors that can provide relevant information (for example, they may provide us with information about nearby devices, Wi-Fi access points, and base stations). You can stop the collection of your geographic location information by turning off the positioning function, but you may not be able to obtain related services or functions, or achieve the intended effects of related services.

Unique application number

Some products and services contain a unique application number. When you install, activate, update, uninstall related products and services, or when these products and services regularly

communicate with Baidu (such as software updates), the system will use this number together with the installation Relevant information (such as operating system type and application version number) is sent to Baidu.

3. We collect your personal information through indirect acquisition.

When you use Baidu's affiliates and partners' services through our products or services, you agree that we will receive and receive from our affiliates and partners based on actual business and cooperation needs Use, aggregate, and analyze your personal information provided to us with your authorization.

If you use Baidu affiliates or partner services through our products or services and make a complaint, in order for the merchant to effectively contact you and deal with your complaint in a timely manner, you agree that we will obtain from the partner the individual you provided when you complained Information, and synchronize to the corresponding business.

3. Communicate with you

We will use the collected information (such as your mobile phone number, email address) to directly communicate or interact with you. For example, if we or our affiliates detect suspicious activity (such as trying to log in to your Baidu account from a different location than usual), we may send you a notification. Or, we or our affiliated companies may contact you to let you know about upcoming changes or improvements in the services provided by Baidu and affiliated companies , and invite you to participate in the experience of new products.

Four. Display and push customized content for you

By using the collected information, we will be able to provide you with customized content, such as showing or recommending more relevant (rather than general push) search results, information flow or advertising/promotion information results to you.

In order to allow you to have a better experience, improve our services or other purposes with your consent, we may use the information collected through certain services for our other services, subject to relevant laws and regulations. For example, use your information when you use one of our services to show you personalized content or advertisements in another service, and for user research, analysis, and statistics.

Five. Provide you with security

In order to improve the security of your use of products and services provided by our affiliates and partners of Baidu, we may use your information for identity verification, customer service, security prevention, fraud monitoring, credit analysis, etc., to prevent, detect, Investigating fraud, endangering security, illegal or violating agreements, policies or rules with us to protect the legitimate rights and interests of you, our other users, our or Baidu affiliates, partners, and the general public.

6. Improve our products and services, and carry out internal audits, data analysis and research

We use the collected information to provide and improve the products and services provided by us and Baidu's affiliates and partners, and perform necessary business operations, such as operating products or providing services, evaluating, maintaining and improving the performance of products and services, and developing new Products and services, provide customer support, etc.

In order to improve the products and services of us and Baidu's affiliates and partners, we may also conduct statistics and analysis on product usage. At the same time, Baidu may share these statistical information with the public to show the overall usage trend of our services, but these statistical information will not contain any identifying information about you.

We will use the collected information for big data analysis. For example, we use the collected information to analyze and form statistical products that do not contain any personal information. We may disclose to the public and share with our partners the big data analysis information without identification content after statistical processing.

Seven. Other uses

When we want to use information for other purposes not specified in this privacy policy, or use information collected for a specific purpose for other purposes, we will seek your consent in advance.

2. How we use cookies and similar technologies



To ensure the normal operation of the website, we will store small data files called cookies on your computer or mobile device. Cookies usually contain identifiers, site names, and some numbers and characters. The main function of cookies is to facilitate your use of website products and services, and to help the website count the number of independent visitors. Using Cookie technology, we can provide you with more thoughtful and personalized services and allow you to set your specific service options.

When you use Baidu's products and services, cookies will be sent to your device. When you interact with the services we provide to our partners (such as advertising and/or promotional services, and the service functions provided by Baidu that may be displayed on other websites), we allow cookies (or other anonymous identifiers) to be sent to Baidu's server.

We will not use cookies for any purpose other than those described in this privacy policy. You can manage or delete cookies according to your preferences. For details, see AboutCookies.org. You can clear all cookies saved on your computer, and most web browsers have a feature to block cookies. But if you do this, you need to personally change the user settings every time you visit our website, but you may not be able to log in or use the services or functions provided by Baidu that rely on cookies because of such modifications.

3. How do we share, transfer and publicly disclose your personal information



We will treat your information with a high degree of diligence. Except for the following circumstances, without your consent, we will not share your information with any company, organization or individual other than Baidu and its affiliates:

1. After obtaining your explicit consent, we will share your personal information with other parties. We may share your personal information externally in accordance with laws and regulations, or in accordance with compulsory requirements of government authorities or judicial rulings.
2. Only for the purposes stated in this privacy policy, some of our services will be provided by authorized partners. We may share some of your personal information with our partners to provide

better customer service and user experience. We will only share your personal information for legal, legitimate, necessary, specific and clear purposes, and will only share personal information related to the provision of services. Our partners have no right to use the shared personal information for any other purpose.

Currently, our authorized partners include the following types:

- Service platform or service provider . Baidu's products have access to a wealth of third-party services. When you choose to use the third-party service, you authorize us to provide this information to the third-party service platform or service provider so that it can provide you with services based on the relevant information.
- Software and hardware/system service providers . When a third-party software, hardware/system product or service is combined with Baidu's product or service to provide you with services, with your authorization, we will provide you with the necessary personal information to the third-party software, hardware/system service provider so that you can use the service , Or for us to analyze the usage of products and services to improve your experience.
- Advertising and consulting service providers/advertisers . Without your authorization, we will not share your personal information with advertising and consulting service providers. However, we may share information that is unable to identify you after processing and cannot be recovered by the recipient, such as anonymized user portraits, and share it with advertisements or consulting service providers or advertisers to help them avoid identifying you personally. Under the premise, increase the effective reach of advertisements and analyze the usage of our products and services.

3. In order for you to have a consistent and personalized viewing, advertising and other service experience on Baidu Haokan Video, Small Video, and iQiyi Video, relevant personal information reflecting your viewing habits and hobbies may be related to our affiliated companies IQiyi shared. We will take the same security measures as our affiliates to protect your personal information.

4. In order to facilitate us to provide you with services based on associated accounts, recommend information that may be of interest to you, protect the personal and property safety of Baidu affiliates or other users or the public, or contact you, your personal information may be Share with our affiliates (iqiyi, duxiaoman, baidu video, etc.). We will only share necessary personal information (for example, to facilitate your use of Baidu account to use our affiliated company's products and/or services, we will share your necessary account information with affiliated companies). If we change the use and processing purpose of personal information, Will seek your authorization again.

5. For companies, organizations and individuals with whom we share personal information, we will sign strict confidentiality agreements with them, requiring them to handle personal information in

accordance with our instructions, this privacy policy and any other relevant confidentiality and security measures.

2. Transfer

We will not transfer your personal information to any company, organization or individual other than Baidu and its affiliates, except in the following circumstances:

1. Obtain your explicit authorization or consent in advance;
2. To meet the requirements of laws, regulations, legal procedures or mandatory government requirements or judicial rulings;
3. If we or our affiliates are involved in transactions such as mergers, divisions, liquidation, asset or business acquisitions or sales, your personal information may be transferred as part of such transactions, and we will ensure that such information is transferred Confidentiality at the time, and require new companies and organizations that hold your personal information to continue to be bound by this privacy policy, otherwise we will require the companies and organizations to ask you for authorization and consent again.

3. Public disclosure

We will only publicly disclose your personal information under the following circumstances:

1. Obtain your explicit consent;
2. Based on the mandatory requirements of laws and regulations, legal procedures, litigation or government authorities.

4. Exceptions to obtaining prior authorization and consent when sharing, transferring, and publicly disclosing personal information

In the following situations, sharing, transferring, and publicly disclosing your personal information does not require your prior authorization and consent:

1. Directly related to national security and national defense security;
2. Directly related to public safety, public health, and major public interests;
3. Directly related to criminal investigation, prosecution, trial and execution of judgments;

4. In order to protect your or other individuals' life, property and other major legal rights, but it is difficult to obtain the consent of the person;
5. Your personal information disclosed to the public by yourself;
6. Collect personal information from legally publicly disclosed information, such as legal news reports, government information disclosure and other channels.
7. Necessary for signing and performing contracts according to the requirements of the personal information subject;
8. It is necessary to maintain the safe and stable operation of the products or services provided, such as discovering and disposing of product or service failures;
9. Other circumstances stipulated by laws and regulations.

According to laws and regulations, sharing and transferring personal information that has been de-identified, and ensuring that the data recipient cannot restore and re-identify the subject of personal information does not belong to the external sharing, transfer, and public disclosure of personal information. The storage and processing will not need to notify you separately and obtain your consent.

4. How do we save and protect your personal information



1. Shelf life

During your use of Baidu products and services, we will continue to save your personal information for you. If you cancel your account or voluntarily delete the above information, we will save your information in accordance with the cybersecurity law and other laws and regulations. After you cancel your account or voluntarily delete the above information, we will no longer commercialize your personal information, but we may use your personal information after anonymization.

2. Save the area

Your personal information is stored in the People's Republic of China. If some products or services involve cross-border, we need to transfer your personal information overseas. We will strictly follow the laws and regulations to implement and ensure the security of your personal information.

3. Security measures

1. We will collect, use, store and transmit user information in accordance with mature security standards and regulations in the industry, and inform you of the purpose and scope of use of

relevant information through user agreements and privacy policies.

2. We attach great importance to information security. We have established a dedicated team responsible for the development and application of a variety of security technologies and procedures. We will conduct security background checks on security management personnel and personnel in key security positions. We have established a complete information security management system and internal security incident handling mechanism. We will take reasonable and feasible security measures and technical means in line with industry standards to store and protect your personal information to prevent your information from being lost, being accessed without authorization, publicly disclosed, used, modified, damaged, lost or leakage. We will take all reasonable and feasible measures to protect your personal information. We will use encryption technology to ensure the confidentiality of data; we will use trusted protection mechanisms to prevent malicious attacks on data.

3. We will train and assess employees' awareness of data security and security capabilities to strengthen their awareness of the importance of protecting personal information. We deploy an access control mechanism to conduct identity authentication and authority control for employees who handle personal information, and sign confidentiality agreements with employees and partners who contact your personal information, clarify job responsibilities and code of conduct, and ensure that only authorized personnel can access individuals information. Any violation of the confidentiality agreement will be held accountable.

4. We remind you that the Internet is not an absolutely secure environment. When you interact with other users via e-mail, text messages, etc., you are not sure whether the third-party software completely encrypts the transmission of information. Please pay attention to ensure the safety of your personal information. We recommend that you do not send personal information through such methods to avoid personal information leakage. Please use a complex password to help us ensure the security of your account and personal information.

According to our security management system, personal information leakage, damage or loss is listed as the most serious security incident. Once it occurs, the company's highest-level emergency plan will be initiated by [Security Department, Government Relations Department, Legal Department] and other departments Form a joint emergency response team to deal with.

4. Security incident notification

1. We will formulate emergency plans for network security incidents to deal with security risks such as system vulnerabilities, computer viruses, network attacks, and network intrusions in a timely manner. When an incident that endangers network security occurs, we will immediately activate

emergency plans and take corresponding remedial measures. And report to relevant authorities in accordance with regulations.

2. The leakage, damage, and loss of personal information are major company-level security incidents. We will be responsible for regularly organizing working group members to conduct security plan drills to prevent such security incidents from happening. In the event of an unfortunate occurrence, we will initiate an emergency response plan according to the highest priority, and an emergency response team will be formed by the Ministry of Security, Government Relations, and Legal Affairs to trace the cause and reduce losses in the shortest time.

3. In the unfortunate event of a personal information security incident, we will, in accordance with the requirements of laws and regulations, promptly inform you of the basic situation and possible impact of the security incident, the processing measures that we have taken or will take, and what you can independently prevent and reduce Risk suggestions, remedial measures for you, etc. We will promptly inform you of the incident-related information via site notifications, SMS notifications, phone calls, emails, and other contact information you reserved. When it is difficult to notify them one by one, we will adopt a reasonable and effective way to make announcements. At the same time, we will also proactively report the handling of personal information security incidents in accordance with the requirements of the regulatory authorities.

5. Your rights



In accordance with relevant Chinese laws, regulations and standards, as well as common practices in other countries and regions, we guarantee that you exercise the following rights with respect to your personal information:

1. Access to your personal information

You have the right to access your personal information, except for exceptions provided by laws and regulations. You can access your personal information yourself in the following ways:

Account information-if you want to access or edit the basic personal information, contact information, change your password, add security information, account association, identity verification, etc. in your account , you can use the product [Account and Security] Perform such operations.

If you are unable to access such personal information through the above links, you can contact us at any time through feedback on personal information protection issues .

As long as we don't need to invest too much, we will provide you with other personal information generated during your use of our products and services. If you want to exercise your data access

rights, please contact us through feedback on personal information protection issues .

2. Correct your personal information

When you find that the personal information we process about you is wrong, you have the right to correct or update the wrong or incomplete information. You can contact us at any time through feedback on personal information protection issues . To ensure safety, we will verify your identity before you exercise the right of correction.

3. Delete your personal information

In the following situations, you can request us to delete personal information, and you can contact us at any time through feedback on personal information protection issues :

1. If we violate laws, regulations or agreements with you to collect, use, share with others or transfer your personal information;
2. If we publicly disclose your personal information in violation of laws and regulations or the agreement with you, you have the right to request us to immediately stop the public disclosure and issue a notice requesting the relevant recipient to delete the corresponding information.

When you delete information from our service, we may not immediately delete the corresponding information from the backup system, but we will delete the information when the backup is updated.

4. Change the scope of your authorization

If you want to change the scope of authorization, you can modify the scope of authorization through the privacy settings of Baidu platform products, for example:

1. You can log in to the [Account and Security] interface to unbind your Baidu account with a third-party account, and you can conveniently switch the search history in the [Search Privacy Settings] .
2. After you withdraw your consent or authorization, we cannot continue to provide you with the services corresponding to the withdrawal of your consent or authorization, and will no longer process your corresponding personal information. However, your decision to withdraw your consent or authorization will not affect the previous personal information processing based on your consent or authorization.

V. Cancel your account

You can cancel the previously registered account at any time. You can log in [Account and Security] to log out your Baidu account. Once you cancel your Baidu account, you will not be able to use all Baidu users' products and services, so please exercise caution. In order to protect the legitimate rights and interests of you or others, we will determine whether to support your cancellation request based on your use of Baidu's products and services. For example, if you have uncashed manuscript fees in Baidu Experience, or you have unconsumed Nuomi stored-value cards in Baidu Nuomi, or you still have data in your online disk, we will not immediately support your request. When you log in to Baidu through a third-party account authorization, you need to apply to the third party to cancel your account.

VI. Know in advance that products and services will cease operations

Baidu is willing to accompany you all the time. If Baidu platform products and services are forced to stop operating due to special reasons, we will follow the requirements of laws and regulations on the main page of the product and/or service, or send you an email or other appropriate capabilities. We will notify you of the way we reach you, and will stop the collection of your personal information, and will delete or anonymize your personal information held in accordance with the law.

7. Respond to your above request

To ensure safety, you need to provide a written request or prove your identity in other ways. We may ask you to verify your identity before processing your request.

For your reasonable request, we do not charge a fee in principle, but for repeated requests that exceed a reasonable limit, we will charge a certain cost according to the situation. For those that are unreasonably repeated, require too many technical means (for example, the need to develop new systems or fundamentally change current practices), bring risks to the legitimate rights and interests of others, or are very impractical (for example, involving information stored on backup tapes) Request, we may refuse.

In the following situations, we will not be able to respond to your above request in accordance with laws and regulations:

1. Directly related to national security and national defense security;
2. Directly related to public safety, public health, and major public interests;

3. Directly related to criminal investigation, prosecution, trial and execution of judgments;
4. We have sufficient evidence to show that you are subjectively malicious or abuse of rights (such as your request will endanger public safety and the legitimate rights and interests of other people, or your request exceeds the scope of general technical means and commercial costs);
5. Responding to the request of the personal information subject will cause serious damage to the legitimate rights and interests of you or other individuals or organizations;
6. Involving trade secrets.

6. How do we handle the personal information of minors



Baidu attaches great importance to the protection of minors' information.

Our products, websites and services are mainly for adults. If you are a minor, it is recommended that you ask your guardian to read this privacy policy carefully, and use our products and/or services or provide us with information with the consent of your guardian .

If your guardian does not agree with you to use our services or provide us with information in accordance with this policy, please immediately terminate the use of our services and notify us in time so that we can take corresponding measures .

If the guardian finds that we have collected the personal information of minors without the consent of the guardian, please contact us via personal information protection problem feedback , and we will try to delete the relevant data as soon as possible.

7. How to transfer your personal information across borders



In principle, the personal information we collect and generate in China will be stored in China. If some products or services involve cross-border, we need to transfer your personal information overseas. We will strictly follow the laws and regulations to implement and ensure the security of your personal information.

8. How to update this privacy policy



We may revise the content of this policy in due course. If such changes will result in a substantial reduction of your rights under this policy, we will notify you by prompting in a prominent position on the page, sending you an email, etc., before the changes take effect. We will post any changes to this privacy policy on this page.

If you do not agree to these changes, you can stop using Baidu platform products and services. If you continue to use our products and/or services, it means that you agree to be bound by this revised privacy policy. .

The major changes referred to in this privacy policy include but are not limited to:

1. Our service model has undergone major changes. Such as the purpose of processing personal information, the type of personal information processed, the way of using personal information, etc.;
2. The main objects of personal information sharing, transfer or public disclosure have changed;
3. Your right to participate in the processing of personal information and how to exercise it has undergone major changes;
4. Other changes that may have a significant impact on your personal information rights.

9. How to contact us



If you have any comments or suggestions on this privacy policy, you can contact us through feedback on personal information protection issues .

In order to ensure that we efficiently deal with your problems and provide timely feedback to you, you need to submit your identity certificate, valid contact information, written request and related evidence. We will process your request after verifying your identity. Under normal circumstances, we will reply within [30] days.

If you are dissatisfied with our response, especially if you think that our personal information processing behavior has harmed your legal rights, you can also seek the outcome through the

following external channels: [sue to a court with jurisdiction in Baidu's domicile] .

Appendix 1: Definition

The specific words used in this privacy policy have the following meanings:

1. "We" or "Baidu" refers to Beijing Baidu Netcom Technology Co., Ltd.
2. "You" refers to registered users of our products and services and purchasers of fee-based services.
3. "Baidu Platform" refers to the Baidu website (<http://www.baidu.com>) and Baidu client.
4. "Baidu affiliates and partners" refer to our affiliates, investment companies, alliance members, partners and other trusted third-party suppliers, service providers and agents.
5. "Our products and services" or "Baidu platform products and services" refer to the dedicated channels or platform services of Baidu (including but not limited to Baidu Search, Baidu Baike, Baidu Zhizhi, Baidu Tieba, Baidu Pictures, Baidu Nuomi, Baidu Mobile Assistant and other websites, programs, services, tools and clients; for details, please refer to <https://www.baidu.com/more/>).
6. "Personal information" refers to various information recorded electronically or in other ways that can identify a specific natural person alone or in combination with other information or reflect the activities of a specific natural person. Personal information includes basic personal information, personal identification information, personal biometric information, network identification information, personal health and physiological information, personal education and work information, personal property information, personal communication information, contact information, personal Internet records, and personal commonly used equipment Information, personal location information, etc. For the avoidance of doubt, personal information includes but is not limited to personal sensitive information.
7. "Personal information subject" refers to the natural person identified by personal information.
8. "Personal sensitive information" refers to personal information that, once leaked, illegally provided or misused, may endanger personal and property safety, and easily lead to personal reputation, physical and mental health damage, or discriminatory treatment. Personal sensitive information includes personal property information, personal health and physiological information, personal biometric information, personal identification information, network identification information, etc.

9. "De-identification" refers to the process of technical processing of personal information to make it impossible to identify the subject of personal information without resorting to additional information.

10. "Anonymization" refers to the process of technical processing of personal information so that the subject of personal information cannot be identified and the processed information cannot be restored.

11. "China" or "Within China" refers to the mainland of the People's Republic of China. It is only for the purpose of this privacy policy and does not include Hong Kong Special Administrative Region, Macau Special Administrative Region and Taiwan Region.

[about us](#)

© 2020 Baidu [Read Before Using Baidu](#)